



## MENOMONIE TOURISM COMMISSION

*Meeting Minutes*  
**November 21, 2019**  
**Airport Conference Room**

**MEMBERS PRESENT:** Knaack, Solberg, Raval, Rodolosi, Hopkins & Richartz

**OTHERS PRESENT:** Prange, Sundeen, Hagman, Jones & Badthe

A motion was made by Rodolosi, and seconded by Richartz to approve the October 10, 2019 meeting minutes. Motion carried.

### **ITEMS OF DISCUSSION:**

The Commission briefly discussed possible North Menomonie site locations for a combined Tourism/Chamber facility. The Commission again suggested that the Chamber look at either a 6- or 12-month lease extension at its current location while a North Menomonie facility continues to be explored. Seth Sundeen indicated that the Chamber did not want to be a building owner/landlord, but would entertain a 12-month lease extension at its current location. The item will remain on the agenda for continued discussions at future meetings.

The Commission discussed the "Weekend in Menomonie" event funding proposal for August 7-9, 2020 and suggested a date in October would work better when the lodging establishments have excess capacity. Motion by Hopkins, seconded by Rodolosi to revisit the "Weekend in Menomonie" event and have the requestors appear at a future Commission meeting.

Hagman reviewed recent activity reports and the proposed 2020 budget from the Chamber of Commerce and Visitor Center. Hagman presented information regarding branding and marketing Menomonie through local consultants, Studio MLM, in 2020. She suggested that various Tourism efforts could be outsourced to a private contractor in the next budget cycle. The next agenda will include an item to continue discussions and possibly adopt the proposed 2020 Chamber Tourism budget.

The next regular meeting will be on Thursday January 16, 2020 at 9:00 AM at the Airport Conference Room. A motion was made by Rodolosi, seconded by Hopkins to adjourn. Motion carried.

Respectfully Submitted,

Lowell Prange  
Recording Secretary